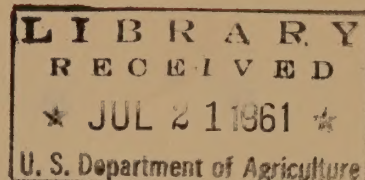


WEST COAST ROSES

FALL 1961

SPRING 1962

ROSE PRICE LIST



THE MONROE NURSERY CO. - ILGENFRITZ SINCE 1847
MONROE MICH - AREA 313 CH 1-6100 DETROIT WO 3-3244

In many cases we can supply Grade No. 1 1/2. This grade is sold at 20% less than No. 1
Ratings noted are from The American Rose Society 1961 Guide.

S-Slight fragrance, F-Moderate fragrance, V-Very fragrant.

6 to 6.9 Fair, 7 to 7.9 Good, 8 to 8.9 Excellent, 9 to 9.9 Outstanding Variety.

Height of bush is noted. l-means low, m-medium, t-tall.

PATENT HYBRID TEA and GRANDIFLORA * ROSES

Grandiflora varieties below are marked with an asterisk (*)

	1-9 each	10-19 each	20-99 each	100-249 each	250 & up each
ARLENE FRANCIS Pat. No. 1684 Retail \$3.00 Golden yellow. Pleasantly fragrant. Prolific bloomer. Hardy plant. Rating F (7.1) m	\$1.90	1.65	1.50	1.40	1.30
AZTEC Pat. No. 1648 Retail \$2.75 Huge. Brilliant orange color. Vigorous foliage. Rating F (7.7) m	1.75	1.50	1.375	1.30	1.20
BINGO Pat No. 1392 Retail \$2.50 Large. Luminous red. Fragrant. Strong plant. Rating F (7.7) t	1.60	1.40	1.25	1.20	1.10
BROCADE Pat. No. 1856 Retail \$3.00 Rose and cream bicolor. Fragrant. Very strong plant.	1.90	1.65	1.50	1.40	1.30
BUCCANEER* Pat. No. 1119 Retail \$2.50 Buttercup yellow. Fragrant. Dark leathery foliage. Rating F (7.3) t	1.60	1.40	1.25	1.20	1.10

	1-9 each	10-19 each	20-99 each	100-249 each	250 & up each
BURNABY Pat. No. 1314 Retail \$2.50 Light yellow. Fragrant. Winner of awards. Rating S (8.1) m	\$1.60	1.40	1.25	1.20	1.10
CARROUSEL* Pat. No. 1066 Retail \$2.00 Semi-double. Red with velvety texture. Rating F (9.0) t	1.25	1.10	1.00	.95	.85
CHRISTIAN DIOR Pat. No. 1943 Retail \$3.50 New. Large. Rich clear red. Strong plant. 1962 AARS	2.20	1.90	1.75	1.65	1.50
CHRYSLER IMPERIAL Pat. No. 1167 AARS Retail \$2.50. Large. Spectacular red. Long tapering bud. Rating V (8.8) m	1.60	1.40	1.25	1.20	1.10
CONFIDENCE Pat. No. 1192 Retail \$2.50 Huge. Light pink to yellow blend. Fragrant. Rating F (8.3) m	1.60	1.40	1.25	1.20	1.10
DRESDEN Pat. No. 1857 Retail \$3.00 Large. Delicate blush pink. Delightful fragrance. Strong plant.	1.90	1.65	1.50	1.40	1.30
DUET Pat. No. 1903. Retail \$3.00 AARS 1961 Salmon orange, two-tone. Long stems. Rating S (7.7) m	1.90	1.65	1.50	1.40	1.30
EL CAPITAN* Pat. No. 1796 Retail \$2.75 Cherry red. Prolific bloomer. Long cutting stems. Rating S (7.9) t	1.75	1.50	1.375	1.30	1.20
FASCINATING Pat. No. 1945 Retail \$3.00 Large. Crimson and light yellow blend. Continuous bloomer.	1.90	1.65	1.50	1.40	1.30
FORTY-NINER Pat. No. 792 Retail \$2.50 AARS Red and yellow bicolor. Some fragrance. Rating S (6.8) m	1.60	1.40	1.25	1.20	1.10
GAIL BORDEN Pat. No. 1618 Retail \$3.00 Large. Rose and cream bicolor. Strong plant. Rating F (7.6) m	1.90	1.65	1.50	1.40	1.30
GARDEN PARTY Pat. No. 1814 Retail \$3.00 AARS Cream and soft pink blend. Huge blooms on long stems. Rating S (7.7) m	1.90	1.65	1.50	1.40	1.30

	1-9 each	10-19 each	20-99 each	100-249 each	250 & up each
GOLDEN GIRL* Pat. No. 1912 Retail \$2.50 Large bright yellow blooms. Rating F (7.5) m	\$1.60	1.40	1.25	1.20	1.10
GOLDEN MASTERPIECE Pat. No. 1284 Retail \$3.00 Fragrant. Golden yellow. Nice glossy foliage. Rating F (6.9) t	1.90	1.65	1.50	1.40	1.30
HELEN TRAUBEL Pat. No. 1028 Retail \$2.75 Pink to apricot blend. Long bud. Fragrant. Rating F (8.7) t AARS	1.75	1.50	1.375	1.30	1.20
INVITATION Pat. No. 2018 Retail \$3.00 Rich salmon orange. Strong pleasing fragrance.	1.90	1.65	1.50	1.40	1.30
ISOBEL HARKNESS Pat. No. 1650 Retail \$2.75 Large. Bright golden yellow. Dark green foliage. Rating F (7.3) m	1.75	1.50	1.375	1.30	1.20
JOHN A. ARMSTRONG Pat. No. 2056 Retail \$3.50 AARS 1962 New. Deep dark red. Vigorous plant.	2.20	1.90	1.75	1.65	1.50
JUNE BRIDE* Pat. No. 1770 Retail \$2.50 Large, creamy white, fragrant blooms. Free flowering. Rating F (7.5) t	1.60	1.40	1.25	1.20	1.10
KING'S RANSOM PAF Retail \$3.50 1962 AARS New. Large, true yellow flowers in clusters with long stems.	2.20	1.90	1.75	1.65	1.50
KORDES PERFECTA Pat. No. 1604 Retail \$3.00 Red and white two-tone. Excellent open bloom. Rating V (7.5) m	1.90	1.65	1.50	1.40	1.30
LADY ELGIN Pat. No. 1469 Retail \$2.50 Golden yellow blooms on a vigorous plant. Rating F (7.7) t	1.60	1.40	1.25	1.20	1.10
MEMORIAM PAF Retail \$3.50 White to pastel pink. Heavy, semi-glossy foliage.	2.20	1.90	1.75	1.65	1.50
MIDNIGHT Pat. No. 1542 Retail \$2.75 Velvety deep black red. Spicy fragrance. Rating V(6.5) t	1.75	1.50	1.375	1.30	1.20

	1-9 each	10-19 each	20-99 each	100-249 each	250 & up each
MOJAVE Pat. No. 1176 Retail \$2.75 AARS Large orange red flowers on long cutting stems. Rating F (7.4) m	\$1.75	1.50	1.375	1.30	1.20
MONTEZUMA* Pat. No. 1383 Retail \$2.75 Salmon red with very shapely buds. Rating S(8.6) t	1.75	1.50	1.375	1.30	1.20
MY FAIR LADY PAF Retail \$3.00 Pink and gold blend. Very full. Good fragrance. Medium sized plant. Very vigorous and free blooming.	1.90	1.65	1.50	1.40	1.30
NEW YORKER Pat. No. 832 Retail \$2.50 Fragrant scarlet blooms on vigorous plant. Rating F (8.0) m	1.60	1.40	1.25	1.20	1.10
NOCTURNE Pat. No. 713 Retail \$2.25 AARS Dark red, fragrant semi-double blooms. Rating V (8.1) t	1.40	1.25	1.125	1.05	.95
PEACEFUL Pat. No. 1599 Retail \$2.50 Large, double, fragrant, coral rose. Free blooming. Rating F (6.8) m	1.60	1.40	1.25	1.20	1.10
PINK FRAGRANCE Pat. No. 1493 Retail \$2.25 Lovely pink. Very fragrant. Strong plant with waxy foliage.	1.40	1.25	1.125	1.05	.95
PINK PARFAIT* Pat. No. 1904 Retail \$3.00 AARS 1961 Soft blend of pink shades. Free blooming.	1.90	1.65	1.50	1.40	1.30
PINK PEACE Pat. No. 1759 Retail \$3.00 Deep dusty pink. Tall plant. Rating V (7.6) t	1.90	1.65	1.50	1.40	1.30
PRESIDENT EISENHOWER Pat. No. 1217 Retail \$2.25 Large, well-shaped flower. Dark red. Strong plant. Rating V (6.7) m	1.40	1.25	1.125	1.05	.95
PUREGOLD Pat. No. 1859 Retail \$2.75 Golden yellow. Unfading. Excellent plant. Waxy foliage.	1.75	1.50	1.375	1.30	1.20
QUEEN ELIZABETH* Pat. No. 1259 Retail \$2.50 Shell pink flowers. Produced in quantities. One of the tallest growing bushes. Rating F (9.0) t AARS	1.60	1.40	1.25	1.20	1.10

	1-9 each	10-19 each	20-99 each	100-249 each	250 & up each
ROSE OF FREEDOM Pat. No. 791 Retail \$2.00 Large, currant red with delightful fragrance. Free blooming and a strong upright plant. Rating V (7.7) m	\$1.25	1.10	1.00	.95	.85
ROUNDELAY * Pat. No. 1280 Retail \$2.50 Vivid red, pointed buds. Continuous blooming. Rating F (8.0) t	1.60	1.40	1.25	1.20	1.10
SIMONE Pat. No. 1847 Retail \$3.00 Large, pastel lilac. Glossy, leathery foliage.	1.90	1.65	1.50	1.40	1.30
STARFIRE* Pat. No. 1742 Retail \$2.50 AARS Currant red. Long stems. Bronze foliage. Rating F (8.1) t	1.60	1.40	1.25	1.20	1.10
STERLING SILVER Pat. No. 1433 Retail \$3.00 Silvery lavender color blooms. Fragrant. Bush not a strong grower. Rating V (6.9) m	1.90	1.65	1.50	1.40	1.30
SUMMERTIME Pat. No. 1541 Retail \$2.50 Pink blend. Free blooming. Rating V (6.9) m	1.60	1.40	1.25	1.20	1.10
SUTTER'S GOLD Pat. No. 885 Retail \$2.25 AARS Large. Orange blend. Fragrant. Dark foliage. Rating V (8.1) t	1.40	1.25	1.125	1.05	.95
TIFFANY Pat. No. 1304 Retail \$2.75 AARS Lovely pink. Excellent bud shape. Prolific bloomer. Rating V (8.8) t	1.75	1.50	1.375	1.30	1.20
TWILIGHT Pat. No. 1434 Retail \$2.75 Lavender with silvery color on reverse side of petals. Moderate fragrance. Rating F (6.2) m	1.75	1.50	1.375	1.30	1.20
WAR DANCE * Pat. No. 2017 Retail \$3.00 Large dark orange red flower. Borne singly and in clusters. Leathery foliage. Strong spreading plant.	1.90	1.65	1.50	1.40	1.30
WHITE QUEEN Pat. No. 1762 Retail \$2.50 White, vigorous, fragrant. Rating F (7.3) m	1.60	1.40	1.25	1.20	1.10

PATENT FLORIBUNDAS

	1-9 each	10-19 each	20-99 each	100-249 each	250 & up each
BABY BLAZE Pat. No. 1362 Retail \$1.50 Cherry red, compact plant with abundant blooms. Rating F (7.7) m	\$1.00	.90	.75	.70	.65
BETSY MC CALL Pat. No. 1603 Retail \$2.00 Coral and gold blend. Flowers in clusters on a compact bush. Rating F (7.4) m	1.25	1.10	1.00	.95	.85
CIRCUS Pat. No. 1382 Retail \$2.50 AARS Multicolor, changing from day to day. Rating F (7.8) m	1.60	1.40	1.25	1.20	1.10
FASHION Pat. No. 789 Retail \$1.75 AARS Clusters of coral pink, fragrant blooms. Rating F (8.9) m	1.15	1.00	.875	.80	.75
FIREKING Pat. No. 1759 Retail \$2.50 AARS Clusters of large vermilion blooms. Rating S (7.9) m	1.60	1.40	1.25	1.20	1.10
FUSILIER Pat. No. 1709 Retail \$1.75 AARS Flat, waxy, orange red clusters. Rating S (7.9) m	1.15	1.00	.875	.80	.75
GOLD CUP Pat. No. 1683 Retail \$2.00 AARS Fragrant, unfading golden yellow. Constant bloomer. Rating F (7.0) m	1.25	1.10	1.00	.95	.85
GOLDEN SLIPPERS PAF Retail \$2.50 AARS 1962 New. Red and gold blend. Good for cutting.	1.60	1.40	1.25	1.20	1.10
IRENE OF DENMARK Pat. No. 889 Retail \$1.75 Pure white blooms on an upright plant. Rating F (7.1) m	1.15	1.00	.875	.80	.75
IVORY FASHION Pat. No. 1688 Retail \$2.00 AARS Long slender buds and open flowers of creamy white. Rating F (8.0) m	1.25	1.10	1.00	.95	.85
LAVENDER GIRL Pat. No. 1672 Retail \$3.00 Large, lavender color. Dwarf plant. Rating F (7.0) m	1.90	1.65	1.50	1.40	1.30
LITTLE DARLING Pat. No. 1581 Retail \$2.25 Yellow to pink blend. Prolific bloomer. Large plant. Rating F (8.4) m	1.40	1.25	1.125	1.05	.95

MIRACLE Pat. No. 1863 Retail \$2.50 New for 1962 Orange salmon. Prolific bloomer. Upright plant. Fragrant.	\$1.60	1.40	1.25	1.20	1.10
RED PINOCCHIO Pat. No. 812 Retail \$1.50 Clusters of dark red, velvety blooms. Fragrant. Rating F (8.8) m	1.00	.90	.75	.70	.65
SARABANDE Pat. No. 1761 Retail \$2.50 AARS Single, scarlet orange. Low growing. Rating S (7.9) l	1.60	1.40	1.25	1.20	1.10
SPARTAN Pat. No. 1357 Retail \$2.00 Reddish coral clusters. Fragrant. Robust. Rating F (8.5) m	1.25	1.10	1.00	.95	.85
WHITE BOUQUET Pat. No. 1415 Retail \$2.00 AARS Large white. Spicy fragrance. Disease resistant. Rating F (7.4) m	1.25	1.10	1.00	.95	.85
YELLOW PINOCCHIO Pat. No. 992 Retail \$1.50 Apricot yellow. Free blooming. Rating F (6.2) m	1.00	.90	.75	.70	.65

PATENT CLIMBERS

BLOSSOMTIME Pat. No. 1240 Retail \$2.50 Light pink, large, fragrant, on cutting stems. Rating V (8.3)	1.60	1.40	1.25	1.20	1.10
CL. CHRYSLER IMPERIAL Pat. No. 1528 Retail \$2.50 Spectacular dark red. Long cutting stems. Rating V (7.4)	1.60	1.40	1.25	1.20	1.10
CL. CRIMSON GLORY Pat. No. 736 Retail \$2.75 Dark velvety red. Fragrant. Long cutting stems. Rating V (8.3)	1.75	1.50	1.375	1.30	1.20
CL. PEACE Pat. No. 932 Retail \$2.50 Creamy yellow blend. Flowers larger than on bush. Rating S (7.2)	1.60	1.40	1.25	1.20	1.10
DON JUAN Pat. No. 1864 Retail \$3.00 Velvety dark red. Free blooming. Rating V (8.1)	1.90	1.65	1.50	1.40	1.30
GLADIATOR Pat. No. 1524 Retail \$2.75 Huge brilliant rose. Red. Hardy. Rating F (8.1)	1.75	1.50	1.375	1.30	1.20
GOLDEN SHOWERS Pat. No. 1557 Retail \$2.50 Large. Golden yellow. Continuous bloomer. Rating F (7.3)	1.60	1.40	1.25	1.20	1.10

NON-PATENT HYBRID TEAS

	1-9 each	10-19 each	20-99 each	100-249 each	250 & up each
No. 1	\$.80	.70	.65	.60	.55
No. 1 1/2	.70	.60	.55	.50	.43
AMI QUINARD Rating F (6.3) m Very dark red. Vigorous and profuse bloomer.					
CHARLOTTE ARMSTRONG Rating F (9.0) t AARS Light red. Fragrant. Strong plant. Prolific bloomer.					
CHRISTOPHER STONE Rating F (8.1) m Scarlet red. Free blooming.					
COMTESSE VANDAL Rating F (7.5) m Fragrant. Salmon pink. Profuse bloomer.					
CONDESA de SASTAGO Rating F (7.4) t Two-toned red and yellow. Very vigorous.					
CRIMSON GLORY Rating V (9.1) t Velvety dark red. Fragrant. Strong plant.					
ECLIPSE Rating F (8.1) t Wonderful yellow bud. Fine open flower.					
EDITH NELLIE PERKINS Rating F (6.7) m Pink blend. Fragrant.					
ETOILE DE HOLLANDE Rating V (8.1) m Velvety, medium red. Fragrant.					
FRAU KARL DRUSCHKI Full bloom, slightly fragrant. Vigorous plant. June flowering.					
GOLDEN DAWN Rating V (7.5) l Yellow tinted with rose shades.					
JOANNA HILL Rating F (7.1) m Yellow with orange flush. Vigorous.					
KAISERIN AUGUSTE VIKTORIA Rating S (6.7) t Creamy white. Slightly fragrant.					
LOWELL THOMAS Rating F (7.7) m AARS Unfading yellow on a vigorous upright plant.					
MC GREY'S IVORY Rating F (7.2) m Creamy white with yellow at base.					
MC GREY'S SCARLET Rating S (7.5) m Brilliant scarlet shaded to rose pink. Vigorous.					
MC GREY'S YELLOW Rating S (7.5) m Buttercup yellow. Glossy bronze foliage.					
MIRANDY Rating V (7.7) t AARS Garnet red, many petals, fragrant.					
MME. HENRI GUILLOT Rating S (8.4) t Flame to raspberry red. Vigorous.					
MME. JOS. PERRAUD Rating F (7.0) m Yellow to copper. Fragrant. Nice cutting stems.					
MRS. SAM MC GREY Rating F (7.9) m Copper orange flushed with red. Fragrant.					
NIGGER BOY Very dark velvety maroon red. Fragrant.					
PEACE Rating S (9.6) t AARS Creamy yellow blend. Everyone's favorite.					
PICTURE Rating S (8.0) m Excellent pink. Fragrant. Vigorous.					
PINK RADIANCE Rating V (7.9) t Carmine pink. Strong plant and profuse bloomer.					
POINSETTIA Rating S (7.6) t Scarlet red. Prolific bloomer. Tall plant.					
PRESIDENT H. HOOVER Rating V (6.7) t Two-toned, orange and red. Fragrant.					
RED RADIANCE Rating V (7.9) t Light red. Semi-double. Strong plant.					
REX ANDERSON Rating F (6.9) m Ivory white. Good flower form.					
SOUER THERESE Rating S (7.5) m Medium yellow. Vigorous.					

THE DOCTOR Rating V (7.6) m
Large satiny pink. Very fragrant.

VIRGO Clear white. Fine tapering buds.
Excellent plant.

NON-PATENT FLORIBUNDAS

	1-9 each	10-19 each	20-99 each	100-249 each	250 & up each
No. 1	\$.80	.70	.65	.60	.55
No. 1 1/2	.70	.60	.55	.50	.43

BETTY PRIOR Rating F (9.0) t
Two-toned. Single flowers on tall plant.

PINOCCHIO Rating F (7.8) m
Pink, suffused with salmon. Fragrant.

DAGMAR SPAETH Rating F (8.2) m
White with pink flush at edges of petals.

RED RIPPLES Rating S (7.7) m
Deep red. Constant bloomer.

EUTIN Rating S (8.6) m Carmine red
cluster. Strong plant. Dark leathery foliage.

ROSENELFE Rating F (8.2) m Rose pink.
Excellent shape. Medium height.

FLORADORA Rating S (8.2) t AARS
Orange scarlet. Tall, strong plant.

THE FAIRY Small double pink cluster.
Compact plant.

FRENSHAM Rating S (8.6) t Unfading
scarlet. Tall plant.

NON-PATENT CLIMBING ROSES

		1-9 each	10-19 each	20-99 each	100-249 each	250 & up each
BLAZE (Improved) Rating S (8.1) Intense red clusters on a strong plant.	No. 1	\$.85	.75	.70	.65	.60
	No. 1 1/2	.75	.65	.60	.55	.50
	No. 2	.65	.55	.50	.45	
CITY OF YORK Rating F (8.6) Free blooming. Pure white. Excellent plant.	No. 1	.80	.70	.65	.60	.55
	No. 1 1/2	.70	.60	.55	.50	.45
	No. 2	.55	.45	.40	.35	
CL. ETOILE DE HOLLANDE Rating V (8.6) Medium red. Good bloomer. Nice plant.	No. 1	.85	.75	.70	.65	.60
	No. 1 1/2	.75	.65	.60	.55	.50
	No. 2	.65	.55	.50	.45	
CL. PRES. H. HOOVER Orange and yellow two-tone. Nice long stems.	No. 1	.85	.75	.70	.65	.60
	No. 1 1/2	.75	.65	.60	.55	.50
	No. 2	.65	.55	.50	.45	
DR. J. H. NICOLAS Rating S(7.1) Very double pink blooms. Constant bloomer.	No. 1	.85	.75	.70	.65	.60
	No. 1 1/2	.75	.65	.60	.55	.50
	No. 2	.65	.55	.50	.45	

		1-9 each	10-19 each	20-99 each	100-249 each	250 & up each
GOLD RUSH Golden yellow. Prolific bloomer. Vigorous plant.	No. 1	\$.80	.70	.65	.60	.55
	No. 1 1/2	.70	.60	.55	.50	.45
	No. 2	.55	.45	.40	.35	
NEW DAWN Rating S (8.8) Blush pink with long cutting stems. Strong plant.	No. 1	.80	.70	.65	.60	.55
	No. 1 1/2	.70	.60	.55	.50	.45
	No. 2	.55	.45	.40	.35	
PAUL'S SCARLET Rating S (9.1) June blooming. Semi-double red clusters.	No. 1	.75	.65	.60	.55	.50
	No. 1 1/2	.65	.55	.50	.45	.40
	No. 2	.50	.40	.35	.30	.25

CONDITIONS OF SALE

All sales and contracts are made subject to crop loss or loss through natural causes over which we have no control.

GUARANTEE

We give no warranty, expressed or implied, as to life, description, quality, productiveness, or any other matter of any nursery stock, seeds or plants that we sell and will not be in any way responsible for the results secured in transplanting. It is mutually agreed that our total liability for any errors, should stock prove untrue to name as labeled, shall be limited upon satisfactory proof, to our replacing free or refunding purchase price.

SHIPMENT

Our responsibility for delivery of stock ends when shipment has been delivered in good condition to the transportation company. If stock is not received in good condition, any claims for adjustment or loss or damage are a matter between the consignee and the carrier.

250 & up each	100-250 each	50-100 each	10-50 each	1-10 each	No. 1 2.80	GOLD RUSH Golden yellow.
50	60	70	80	90	No. 1 1/2 3.50	PRODIGE bloomer, Vigorous
45	55	65	75	85	No. 2 3.00	plant
55	65	75	85	95	No. 1 3.00	NEW DAWN Setting 2 (8-9)
45	55	65	75	85	No. 1 1/2 3.50	Blush pink with long cutting
	50	60	70	80	No. 2 3.00	strong plant
50	60	70	80	90	No. 1 3.00	PAUL'S SCARLET Setting 2 (8-9)
45	55	65	75	85	No. 1 1/2 3.50	Blush blooming
40	50	60	70	80	No. 2 3.00	Semi-double red flowers

CONDITIONS OF SALE

All sales and contracts are made subject to crop loss through natural causes over which we have no control.

GUARANTEE

We give no warranty, expressed or implied, as to the description, quality, productivity, or any other matter of any nursery stock, and we warrant only that we will not be in any way responsible for the possible occurrence of such defects. It is mutually agreed that any claim for any defects, should be made at once and as labeled, shall be limited upon the amount paid for the stock, and no refund or return of any kind shall be made.

SHIPMENT

Our responsibility for delivery of stock ends when shipment has been delivered in good condition to the transportation company. If stock is not received in good condition, any claims for adjustment or loss of damage are a matter between the company and the carrier.



**why the 4
ALL-AMERICA
ROSE WINNERS
for 1962**

**ARE GUARANTEED
to become the
BEST-SELLING ROSES
of 1962**

BULK RATE

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MICH.**

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U. S. Department of Agriculture

**Open The Folder To See
How This Quality Seal And
An Unprecedented
Advertising Campaign**

**Will Skyrocket
your 1962
Rose Sales!**



**ILGENFRITZ NURSERIES, INC.
MONROE, MICH.**

Announcing The 4 All America Rose Winners for 1962

... judged by America's leading
of testing, as the most

rose experts, after two years
beautiful roses in all America!

PICTURED here are the four new roses that will surely become the most wanted varieties in 1962 — and for many years to come! Created by four of America's most famous nurseries — each one of these glorious roses is so beautiful, so colorful, so hardy, so perfect in every respect that each was awarded the highest honor in rosedom — The All-America Award! Yes, the experts have judged these four roses to be the finest of all the new varieties

to be introduced for 1962... deserving indeed of a place in your 1962 garden. Be among the first to display these new varieties by reserving your order with your dealer now.

These 4 new All-America Winners will be available at all leading dealers, nurseries and garden centers at the proper planting time in your area.



John S. Armstrong

This glorious new Grandiflora climaxes 20 years of scientific research by Armstrong Nurseries to develop "the complete Grandiflora." And what a truly beautiful rose it is — with a rich, rich red color that never, never fades. The large 4-inch red flowers are borne in clusters, but the individual stems are of ample length for cutting. The blooms last and last — even when cut! (P.L.P.A.F.) \$3.50 each

ARMSTRONG NURSERIES



Golden Slippers

A brilliant color break-through in Floribundas! Loads of exquisite red-and-gold buds appear continuously all summer long. As they flame open they reveal a brilliant fluorescent orange color — unlike that in any other Floribunda! This bright color holds until the flower is fully open, then softens ever so slightly to a pastel orange. The bud clusters are excellent for cutting. Blooms throughout the season. (P.L.P.A.F.) \$2.50 each

PETERSON & DERING



King's Ransom

Here is the best yellow rose to come along in a decade! It produces blooms by the dozens. The glittering buds are long and slender — aglow with a pure, true chrome yellow. They open majestically into huge, high-centered, very full, 6-inch blooms that shine like spun gold. These brilliant blooms are borne in tremendous clusters — yet are long stemmed. The plant is lovely, too — with shining green foliage. (P.L.P.A.F.) \$3.50 each

JACKSON & PERKINS



Christian Dior

Here is the very first red Hybrid Tea to win the All-America honors in 9 years! Beautiful, long-lasting, rich red flowers created by a master hand in velvet strokes come plentifully on a strong, sturdy, vigorous bush. Huge, well-formed blooms with 60 petals come one to the stem for wonderful cutting. They're high-centered and very double in the classic rose tradition. A real prized red! (Pl. Pat. #1943) \$3.50 each

THE CONARD-PYLE CO.

Announcing The four All America Rose Winners for 1962

judged by America's leading rose experts, after two years
of testing, as the most beautiful roses in all America!



PICTURED HERE are the four new roses that will surely become the most wanted varieties this year — and for many years to come! Created by four of America's most famous nurseries — each one of these glorious roses is so beautiful, so colorful, so hardy, so perfect in every respect that each was awarded the highest honor in rosedom — The All-America Award! Yes, the experts have judged these four roses to be the finest of all the new varieties for 1962... deserving, indeed, of a place in your 1962 garden. Be among the first to display them this June and all season long — by ordering now.

These 4 new All-America Winners are available at all leading dealers, nurseries and garden centers.



JOHN S. ARMSTRONG

A truly beautiful new Grandiflora — with a rich red color that never fades. Large 4" flowers are borne in clusters with good length stems for cutting. (P.L.P.A.F.) \$3.50 each



KING'S RANSOM

This golden Hybrid Tea produces blooms by the dozens! The long, slender buds are a pure, true chrome yellow — and open into giant 6-inch golden blooms. (P.L.P.A.F.) \$3.50 each



CHRISTIAN DIOR

Here is the first red Hybrid Tea to win the All-America honors in 9 years! Beautiful, long-lasting, rich red flowers — high-centered and long-stemmed. (Pl. Pat. #1943) \$3.50 each



GOLDEN SLIPPERS

A brilliant color break-through in Floribundas! Red-and-gold buds flame into a profusion of cupped flowers in a continuous display of fluorescent orange color. (P.L.P.A.F.) \$2.50 each

This Handsome 4-Color 2-Page Ad Will Appear in the July 1961 Issues of
FLOWER GROWER and POPULAR GARDENING

—introducing these 4 new All-America Winners to over 730,000 avid gardeners

This 4-Color Full Page Ad Will Appear in the February 1962 Issue
of **BETTER HOMES AND GARDENS**, read by 5,115,344 gardeners

The Most Exciting Garden News in 12 Years!

Not since 1950 have four roses been honored as All-America Winners in one year. It's an exciting event which is sure to capture the imagination of gardeners everywhere. Your benefits: *new traffic and bigger sales!*

4 new All-America Winners is such important news, most major magazines are planning feature coverage for them. Every gardener will see and want these prized roses. Folks who usually don't go near local nurseries will be enticed to visit you and buy. And since there are *four* new AARS roses, you'll sell *more* to each customer. Get ready for the biggest rose year you've seen in 12 years!

Take Advantage of This "Pre-Sold Market" of 6,000,000 Gardeners

Remember—never before in horticultural history has there been such an extensive advertising campaign on brand-new All-America Winners! And these roses will continue to be promoted during 1962 . . . for each individual nursery will be advertising its own variety throughout the year! So these four All-America Winners are guaranteed to become the most talked about, most wanted roses in 1962 . . . and for many years to come! Don't disappoint your customers . . . don't miss out on the profits to be had—place your order now!

**You can help satisfy the demand that will
be created by this extensive campaign
by placing your order now!**

For The First Time in Horticultural History

**AN EXTENSIVE ADVERTISING
CAMPAIGN WILL INTRODUCE
4 NEW AARS ROSES
TO 6,000,000 GARDENERS**

FOR 1962, four roses were selected as All-America Winners—two glorious Hybrid Teas, one glamorous Grandiflora and a lovely Floribunda. These award winners were created by four of the most famous nurseries in the rose world!

In order to bring these four brand-new 1962 All-America Winners to the attention of the widest audience possible, these four nurseries joined together and planned an extensive cooperative advertising schedule. This campaign is described in the center spread of this folder.

6,000,000 gardeners will see and read about these four new All-America Winners in three of the country's outstanding garden magazines. Remember—each of these 6,000,000 readers is interested in gardening . . . and therefore, a potential customer for you! The advertisements will “sell” them on these new roses—and send them into your nursery or garden center to buy.

**See inside for a preview of the most unique advertising campaign
ever developed—and how you can profit from it . . .**